
VISITOR IMPROVEMENT FUND ADVISORY BOARD

Regular Meeting Agenda

May 10, 2016, 12:00 p.m.

City Hall, Rifle, Colorado
Conference Room
202 Railroad Avenue

The Board may take action on any of the following agenda items as presented or modified prior to or during the meeting, and items necessary or convenient to effectuate the agenda items.

- | | |
|------------|--|
| 12:00 p.m. | 1. Call to Order and Roll Call |
| 12:01 p.m. | 2. Approve Minutes from April 12, 2016 Regular Meeting |
| 12:02 p.m. | 3. Update on the GRIT/VIF Marketing- Align Multimedia |
| 12:30 p.m. | 4. Update on VIF funded events |
| 12:50 p.m. | 5. Discuss upcoming VIF vacancy announcements |

The order and times of agenda items listed above are approximate and intended as a guideline for the Board

Next Regular Meeting: June 14, 2016

The VIF Advisory Board has three Grant Cycles. The **Grant Cycle/Deadline** to submit the application are: December/October 31st, April/February 28th, and August/June 30th

VISITOR IMPROVEMENT FUND ADVISORY BOARD MEETING

Tuesday, April 12, 2016
REGULAR MEETING
Noon * City Hall Conference Room

A regular meeting of the Rifle Visitor Improvement Fund Advisory Board was called to order at 12:03 p.m. by Chair Kevin Kelley.

PRESENT AT ROLL CALL: Board Members Angela Strode, Debi Billings, Keith Lambert, Kevin Kelley, Kristine Llacuna.

OTHERS PRESENT: AmeriCorps Intern Cathleen Anthony; Planning Director Nathan Lindquist.

APPROVE MINUTES FROM March 8, 2016 REGULAR MEETING

Board Member Llacuna moved to approve the minutes as presented; seconded by Board Member Billings. Motion passed.

CONSIDER GRANT APPLICATIONS FOR APRIL 2016 CYCLE

Board Member Strode moved to approve a grant of up to \$2000 for the Lower Valley Trails Group, with the condition that we will not make any payments until we receive commitments from land owners regarding easement of property. VIF offers \$500 per commitment letter up to \$2000. Seconded by Board Member Lambert. 4 in favor, 1 opposed, motion passed.

Board Member Lambert moved to approve a grant of \$1200 to the Downtown Development Authority; seconded by Board Member Strode. Board Member Llacuna recused herself from the vote. Motion passed.

UPDATE OF GRIT/VIF MARKETING

Board received update about marketing efforts funded by VIF including the Rifle Rendezvous flyer, Garfield County Fair shuttle route, tear-away maps and event schedule, and social media efforts.

DISCUSS UPCOMING VIF VACANCY ANNOUNCEMENTS

Board discussed upcoming VIF vacancy announcements.

Meeting adjourned at 1:00p.m.

Cathleen Anthony
AmeriCorps Intern for City of Rifle

Kevin Kelley
Chair



The Bookcliffs Arts Center



PROUDLY announces the 2016 Hilltop Summer Concert series

Every Thursday from May 26 through September 1, 6:30pm – 8:30pm

Enjoy wonderful music while sitting on our lush, green lawn!

- May 26 Smuggler Mtn Boys
- June 2 Les Tension-Dwight Ferren
- June 9 Bone Tree
- June 16 The Leonard Curry Trio
- June 23 Jill Cohn
- June 30 Logan Brothers
- July 7 Jeremy Isenheart
- July 14 Swanson/Snow
- July 21 Dry Hollow
- July 28 Tom Evans
- Aug 4 Exit 42
- Aug 11 Porch Pickers
- Aug 18 Gonzales w/Bicycle Annie
- Aug 25 Let Them Roar
- Sept 1 Aspen440



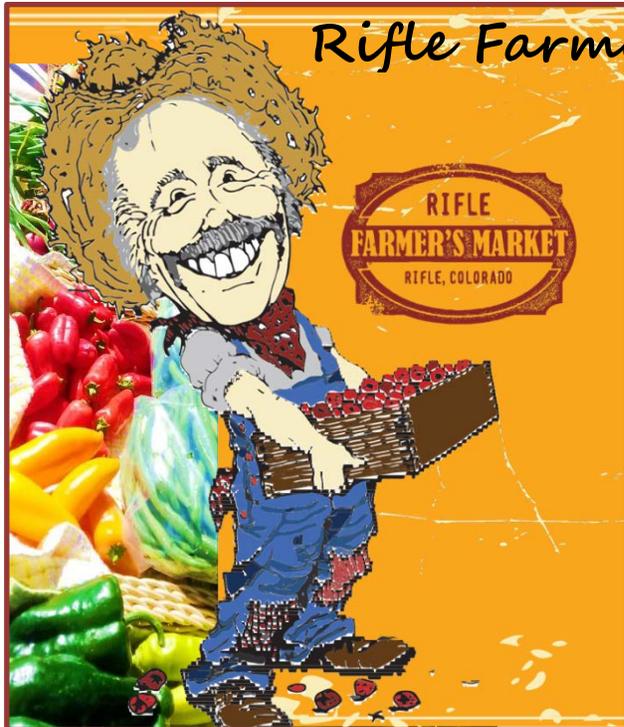
Sponsored by:

Food Vendors:



The Bookcliffs Arts Center is a 501c3 Nonprofit Organization.
 No Alcohol or drugs allowed on premises.
 Free Event, Donations to the arts center welcome

*Art gallery OPEN during concerts * For more info visit www.bookcliffsartscenter.org*



Rifle Farmers Market 2016

Thursdays, June 23-September 29
2nd St. and Railroad Ave
4 to 8pm, Live Music @ 5pm

Fresh produce, artisans, hot food, baked goods, fresh squeezed lemonade, and so much more!

Find us online:
riflefarmersmarket.com
facebook.com/riflefarmersmarket

Contact us:
 PO Box 424, Rifle CO 81650
riflefarmersmarket@gmail.com
 (970)665-6496

Date	Band
June 23	Electric Lemon
June 30	Jacob Green, One Man Band
July 7	Dwight Ferran
July 14	Leonard Curry Trio
July 21	Jill Cohn
July 28	The Wooden Nickel
August 4	Dwight Ferran
August 11	Jill Cohn
August 18	Electric Lemon
August 25	Josh Rogan
September 1	Dave Notor Band
September 8	Smuggler Mountain Boys
September 15	Guilty Pleasure
September 22	Leonard Curry Trio
September 29	Josh Rogan

DEPARTMENT OF PLANNING & DEVELOPMENT

202 Railroad Avenue, Rifle, CO 81650

Phone: 970-665-6490 Fax: 970-625-6268



MEMORANDUM

TO: Visitor Improvement Fund Advisory Board

FROM: Cathleen Anthony, AmeriCorps Intern

DATE: May 5, 2016

SUBJECT: VIF Vacancy seat announcements and interviews

The Visitor Improvement Fund Advisory Board has one expiring seat term for a full voting member starting on May 31st, 2016. The Board also has one vacant seat for an alternate, also set to expire May 31st, 2016. These positions are being advertised in the Post Independent, the Citizen Telegram, on Channel 10 and the online bulletin board, on the City website and announcement board in city hall, through the Rifle Area Chamber of Commerce, and on the Greater Rifle Improvement Team facebook page (see attached).

So far the board has received a letter of interest from Bob Gardner. Letters will continue to be accepted through June 3rd. Part of June 14th board meeting will be allocated towards interviews of the candidates for the open seats. Recommendations from the VIF board will then be taken to City Council for consideration and approval.

PUBLIC NOTICE

The Rifle Visitor Improvement Fund (VIF) Advisory Board is seeking interested individuals to fill up to 2 vacancies on the Board of Directors. The positions are 3-year terms. One position is for a full member with voting privileges, while the second position is as an alternate member. Applicants must be a City of Rifle resident or an appointed representative of a business in the City of Rifle. The VIF Advisory Board meets the 2nd Tuesday of each month at noon in Rifle City Hall. The Board acts in an advisory capacity to the City Council in all matters pertaining to the Visitor Improvement Fund, which monies are designated for the development and marketing of visitor improvements and attractions, special events and beautification projects in the City, historic preservation, and the general promotion of the City and its environs.

Interested individuals should send a letter of interest outlining their qualifications and the reasons they want to serve on the Board by June 3, 2016 to AmeriCorps Intern Cathleen Anthony, Rifle City Hall, 202 Railroad Ave., Rifle, CO 81650, or electronically to canthony@rifleco.org. For further questions contact Cathleen Anthony at 970-665-6496.